



# Photography and Videography Guidelines

## Endangered Wolf Center

### Endangered Wolf Center Mission Statement

The mission of the Endangered Wolf Center is to preserve and protect Mexican wolves, red wolves and other wild canid species, with purpose and passion, through carefully managed breeding, reintroduction and inspiring education programs.

### Policy As of 2021

The Endangered Wolf Center (EWC) is pleased to assist photography and filming projects in conjunction with the above Mission Statement. The EWC is also a public attraction and our visitors are entitled to experience the facility with a minimum of distraction and inconvenience. In order to accommodate all parties involved during these processes, the following guidelines and policies must be met.

Photography and videography prices apply to all shoots, because Endangered Wolf Center staff must be present during filming and photography of our animals.

### Photography and Videography Requests

Requests to photograph and film on the grounds of the Endangered Wolf Center must be made at least two weeks in advance by completing the [Photography and Videography Requests Form](#).

For questions, contact the Endangered Wolf Center's Marketing Team at [marketing@endangeredwolfcenter.org](mailto:marketing@endangeredwolfcenter.org).

### Written Requests Must Include

- Company name, contact information and general project description
- Publishing and/or broadcast intentions of obtained content
- Size of the crew, volume of equipment, vehicles for parking
- Estimated amount of time required, including set-up and take-down
- Proposed animals, areas or activities desired to film
- Proposed EWC staff desired to film/interview along with outline of interview questions
- Necessary assistance from EWC staff (i.e. curators, keepers)
- Preferred date and time, as well as an alternative date in case of rain or poor weather conditions
- Proof of valid liability insurance worker's compensation coverage for all persons participating
- A valid certificate of insurance is required



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### Photography/Film Guidelines

- Direct all inquiries to our Marketing Team at [marketing@endangeredwolfcenter.org](mailto:marketing@endangeredwolfcenter.org).
- The health and safety of our animals and guests are our primary concern. Executive Staff, Animal Care Staff, in conjunction with PR staff, may set guidelines or limitations on a case-by-case basis.
- Interviews with any EWC employee must be arranged through the EWC's PR team.
- Crews are not allowed in quarantine areas.
- Crews are allowed in visitor-approved areas and public pathways only, unless accompanied by EWC staff.
- Animals cannot be handled or exhibits entered without special permission.
- Power supplies are limited in certain areas of the EWC.
- The production company is fully responsible for all damages that occur at the EWC as a result of their actions and paying for all repairs deemed necessary by the EWC.
  - Fees may be reduced or waived in return for satisfactory recognition of the Endangered Wolf Center, as deemed by the PR team and EWC Executives.
- The EWC must review photography/videography/messaging for final approval before it is published.
- The company shall provide a copy of the production to the EWC for archival purposes.
- The production company will acknowledge the Endangered Wolf Center in its production, publication, website, or other promotional materials only when requested by the EWC.
- The EWC makes no endorsement of the production company, its production or any product featured.
- Any cancellations/changes to requests must be done 24 hours in advance of production date. Should any rules be violated or restrictions overlooked, the EWC has the right, at any time, to terminate the photography or video production session and refuse further arrangements.

**Unmanned Aircraft Systems (Drone) Policy:** For the safety and well-being of our guests and animals, the launching and/or operation of a UAS (drone) from or above Endangered Wolf Center property is strictly prohibited.

The EWC maintains an extensive library of photos and video that is available to members of the media. These photos are available to the media at no charge.

Commercial use of this media (including use in textbooks and published materials, documentaries, television, web, etc) may be granted (provided the use aligns with the EWC's mission statement) and are subject to a fee.



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### Photography and Videography Prices

Please refer to the table below to estimate the cost of your photography and film needs.

Rates are base only and may be negotiated higher or lower depending on impact and other factors.

Time applies to a single calendar day, with a 4-hour minimum charge per day. A 50% deposit is due at signing, and 50% is due on the last day of filming.

Nonprofit prices may be negotiated on a case-by-case basis by the PR and Executive Team at the EWC.

Fees include staff escort and/or use of grounds *as defined in contract*.

### Commercial fees are based on crew size:

Base Rate to Film on Grounds (Half Day - Up to 4 Hours)	Full Day (4-8 Hours)
\$800 Commercial \$600 Nonprofit* \$450 Student/Independent Documentary*	\$1500 Commercial \$1100 Nonprofit* \$900 Student/Independent Documentary*

\*Rates may be negotiated with the Marketing Team.

### Additional and/or Required Costs

Additional staff are charged per person, per hour, rounded up. Overage charges begin promptly, rounded up. Photography and film requests that exceed regular EWC business hours will be subject to staff overtime rates and any additional service fees. The EWC can determine that production requires more staffing/escort at any time.

Overages + Additional Staff Fees	Cost/Hour
Animal Care, Education, Communications Staff	\$50/hour (4-hour minimum)
Executive Team, Directors Staff	\$70/hour (4-hour minimum)
Additional hours over 8, for crew of five or less	\$1,000/hour Commercial, \$500 Nonprofit
Additional hours over 8, for crew of five or more	\$1,500/hour Commercial, \$750 Nonprofit

Thank you for respecting our policies. We will do our best to help make your production a success.